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## ORDER

Print Date 10/23/12

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Flight Dates 10/20/12-10/29/12

Contract / Revision 315223 /

Campaign: HD 28

Original Date / Revision

10/23/12 10/23/12

Agency Com 15%

Billing Contact

Advertiser Ohio House Republican Org

49 S Grant Avenue  
Columbus, OH 43125

Agency Midwest Communications &amp;

Buying Contact

49 S Grant Avenue  
Columbus, OH 43125

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # Order No. 615

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL PARTY

Product Codes PL

Priority P-3

Advertiser Ref

Primary Account Executive

Daniel Baylog

Account Executive Order% Start Date End Date

Daniel Baylog 100%

Order Share % Market Value

Competing Station % of Order Amount

CABLE	%
UNKWN	100%
WBQC	%
WCET	%
WCVN	%
WKON	%
WKRC	%
WLWT	%
WPTO	%
WSTR	%
WXIX	%

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	56	\$21,335.00	\$25,100.00	0.00	10/01/12	10/28/12	56	\$21,335.00	\$25,100.00
November 2012	11	\$4,437.00	\$5,220.00	0.00	10/29/12	10/29/12	11	\$4,437.00	\$5,220.00
Totals	67	\$25,772.00	\$30,320.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WCPO	10/22/12	10/29/12	M-SU 11p Late News M-SU 11p Late News	CM	11-1135p	MTWTF-S	:30	4	\$900.00	P-3	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF-S					4	\$900.00		0.00			
		Week: 10/29/12	11/04/12	M-----					1	\$900.00		0.00			
E 2	WCPO	10/22/12	10/29/12	M-F GMTS 5-6a M-F GMTS 5-6a	CM	5-6a	MTWTF--	:30	5	\$70.00	P-8	0.00	NM	6	\$420.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--					5	\$70.00		0.00			
		Week: 10/29/12	11/04/12	M-----					1	\$70.00		0.00			



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Contract / Revision 315223 Flight Dates 10/20/12-10/29/12

Hiatus Dates

Original Date / Revision 10/23/12/ 10/23/12

Order Sep 00:20:00

Advertiser Ohio House Republican Or Product Campaign: HD 28

Estimate # Order No. 615

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
3	WCPO	10/22/12	10/29/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	MTWTF--	:30	3	\$400.00	P-3	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--					3	\$400.00		0.00			
Week:		10/29/12	11/04/12	M-----					1	\$400.00		0.00			
4	WCPO	10/22/12	10/29/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	MTWTF--	:30	5	\$400.00	P-3	0.00	NM	6	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--					5	\$400.00		0.00			
Week:		10/29/12	11/04/12	M-----					1	\$400.00		0.00			
5	WCPO	10/22/12	10/29/12	M-F 10-11a Right This Morn M-F 10-11a	CM	10-11a	MTWTF--	:30	5	\$100.00	P-8	0.00	NM	6	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--					5	\$100.00		0.00			
Week:		10/29/12	11/04/12	M-----					1	\$100.00		0.00			
6	WCPO	10/22/12	10/29/12	M-F 12-1p News M-F 12-1p News	CM	12-1p	MTWTF--	:30	5	\$150.00	P-8	0.00	NM	6	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--					5	\$150.00		0.00			
Week:		10/29/12	11/04/12	M-----					1	\$150.00		0.00			
7	WCPO	10/22/12	10/29/12	M-F 3-4p 3-4pm Katie	CM	3-4p	MTWTF--	:30	5	\$200.00	P-8	0.00	NM	6	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--					5	\$200.00		0.00			
Week:		10/29/12	11/04/12	M-----					1	\$200.00		0.00			
8	WCPO	10/22/12	10/29/12	M-F 5-530p News M-F 5-530p News	CM	5-530p	MTWTF--	:30	3	\$1,000.00	P-3	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--					3	\$1,000.00		0.00			
Week:		10/29/12	11/04/12	M-----					1	\$1,000.00		0.00			
9	WCPO	10/22/12	10/29/12	M-F 6-630p News M-F 6-630p News	CM	558-630p	MTWTF--	:30	5	\$1,000.00	P-3	0.00	NM	6	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--					5	\$1,000.00		0.00			
Week:		10/29/12	11/04/12	M-----					1	\$1,000.00		0.00			
10	WCPO	10/22/12	10/29/12	M-F 7-730p 7-730p The List	CM	M-F 7-730pm	MTWTF--	:30	5	\$500.00	P-3	0.00	NM	6	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--					5	\$500.00		0.00			
Week:		10/29/12	11/04/12	M-----					1	\$500.00		0.00			
11	WCPO	10/22/12	10/29/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1202a	MTWTF--	:30	5	\$500.00	P-3	0.00	NM	6	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--					5	\$500.00		0.00			
Week:		10/29/12	11/04/12	M-----					1	\$500.00		0.00			
12	WCPO	10/20/12	10/27/12	SA GMTS 8-9a SA GMTS 8-9a	CM	8-9a	-----S-	:30	1	\$375.00	P-3	0.00	NM	2	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-					1	\$375.00		0.00			
Week:		10/22/12	10/28/12	-----S-					1	\$375.00		0.00			
E 13	WCPO	10/21/12	10/28/12	SU GMTS 8-9a SU GMTS 8-9a	CM	8-9a	-----S	:30	1	\$375.00	P-3	0.00	NM	2	\$750.00



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Contract / Revision **315223** Flight Dates **10/20/12-10/29/12**

Hiatus Dates

Original Date / Revision 10/23/12/ 10/23/12

Order Sep 00:20:00

Advertiser **Ohio House Republican Or** Product **Campaign: HD 28**

Estimate # Order No. **615**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 13	WCPO	10/21/12	10/28/12	SU GMTS 8-9a SU GMTS 8-9a	CM	8-9a	-----S	:30	1	\$375.00	P-3	0.00	NM	2	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/15/12	10/21/12	-----S				1		\$375.00		0.00			
Week: 10/22/12		10/22/12	10/28/12	-----S				1		\$375.00		0.00			
E 14	WCPO	10/21/12	10/28/12	SU 6-7p News SU 6-7p News	CM	558-7p	-----S	:30	1	\$600.00	P-3	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/15/12	10/21/12	-----S				1		\$600.00		0.00			
Week: 10/22/12		10/22/12	10/28/12	-----S				1		\$600.00		0.00			
Totals														67	\$30,320.00